

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com





Smart Practices.
Sustainable Solutions.



A New Irrigation Standard: How Policymakers are Shaping the Future of Landscape Water Use

2012 WaterSmart Innovations
Las Vegas, Nev.





Who are we?

Irrigation Association

Trade association for agricultural and landscape irrigation equipment and system manufacturers, dealers, distributors, designers, consultants, contractors and end users.

Mission Statement

Promote efficient irrigation technologies, products & services.

Provide Smart Practices and Sustainable Solutions





Who am I?

John Farner

Been with IA for more than four years

Government Affairs Director

Background on Capitol Hill, U.S. Department of Commerce,
and the American Nursery and Landscape Association





Drought...What Drought???

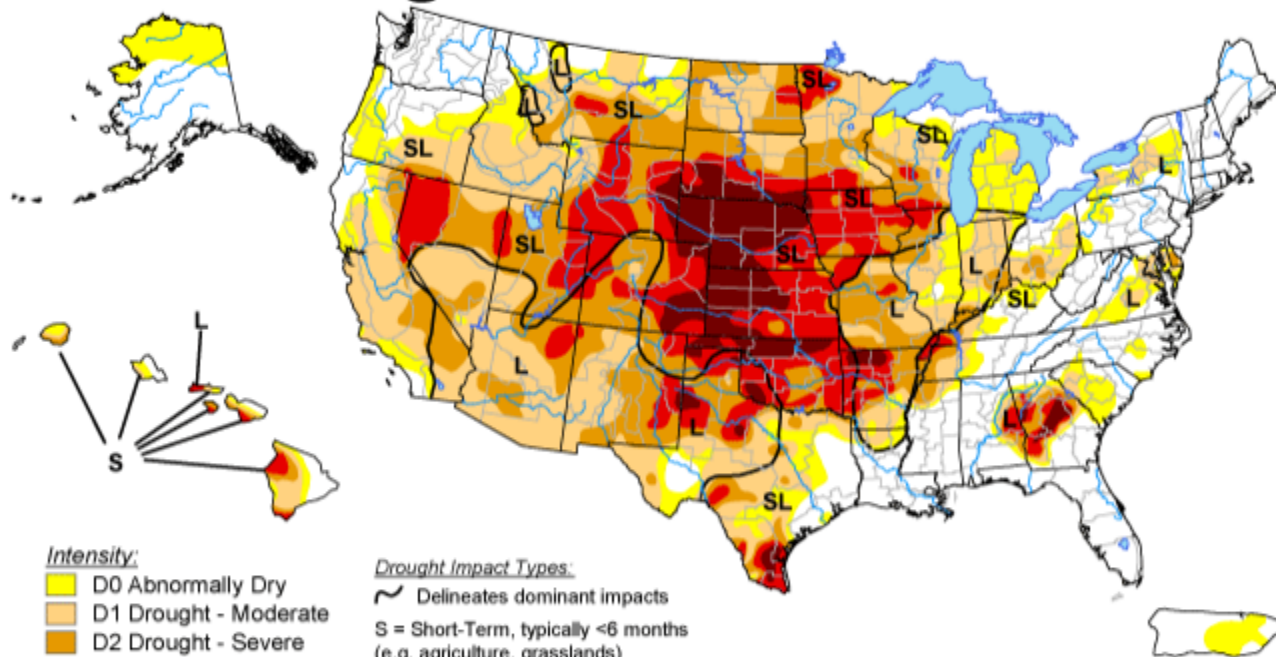




U.S. Drought Monitor

October 2, 2012

Valid 7 a.m. EDT



Intensity:

- D0 Abnormally Dry
- D1 Drought - Moderate
- D2 Drought - Severe
- D3 Drought - Extreme
- D4 Drought - Exceptional

Drought Impact Types:

- Delineates dominant impacts
- S = Short-Term, typically <6 months
(e.g. agriculture, grasslands)
- L = Long-Term, typically >6 months
(e.g. hydrology, ecology)

The Drought Monitor focuses on broad-scale conditions.
Local conditions may vary. See accompanying text summary
for forecast statements.

<http://droughtmonitor.unl.edu/>



Released Thursday, October 4, 2012
Author: Anthony Artusa, NOAA/NWS/NCEP/CPC



The Industry's Thoughts...





2010 Irrigation Standards Survey - *Systems and Products*

Irrigation Systems are not being:

- designed properly (72%)
- installed properly (78%)
- maintained/operated properly (88%)

Irrigation Products

- are improving in quality (85%)
- industry is challenged on interchangeability between manufacturers





Looking Ahead...Sustainability

Marketplace is moving irrigation and landscape industry to be more sustainable.

- Focus on water efficiency → conservation
- Landscape with fewer inputs necessary → maintenance, chemicals, water

Reducing use of potable water for landscape irrigation.

More sophisticated (smarter) irrigation systems → use of technology and management

Plant choice/palate installed in the landscape is further regulated.

Insert government action and involvement...HERE...





Government Programs and Regulations





U.S. Federal Government



Policies/Laws

Agency Programs & Regulations

Discussion Resources/Thought Leaders





Federal Policies and Laws

Question – How in the world can decisions by Congress and the President affect commercial and residential irrigation?

Authority/Oversight to Agencies

Presidential Authority to Proclaim Executive Orders

Budget/Appropriations/Federal Incentive Programs

Research





Executive Order 13514

All Federal agencies shall increase energy efficiency, reduce greenhouse gases and conserve and protect water resources.

- 41 million acres of land
- 429,000 federal buildings
- References WaterSense

Council on Environmental Quality and the Government Services Administration are promulgating rules (practices) to achieve the goals set forth in the EO, specific to landscapes.

→ Leading to a defacto standard for others to use.





Agency Programs

Question – *Which federal agencies either have an interest or are active in issues affecting landscape irrigation?*

EPA – WaterSense

Department of Energy

Department of the Interior

Council on Environmental Quality

General Services Administration

U.S. Department of Agriculture

Among others...



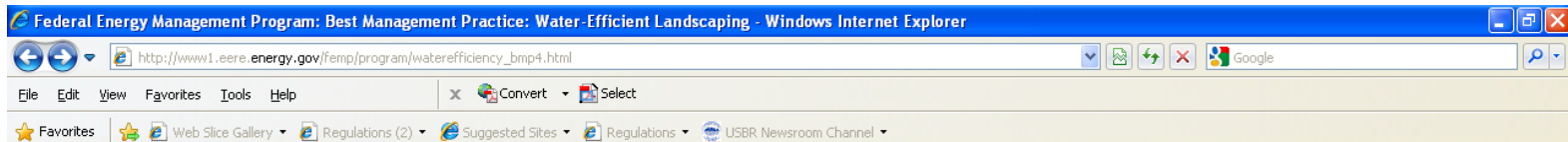


EPA is driving a national discussion on the future and role of landscapes and irrigation – focusing on efficiency.

Working in and outside of the government to enhance the market for water-efficient products and practices.



Federal Energy Management Program



U.S. Department of Energy BMP: Water-Efficient Landscaping

Sustainable Buildings & Campuses

Operations & Maintenance

Greenhouse Gases

Water Efficiency

Basics

Federal Requirements

Best Management Practices

Case Studies

Working Group

Resources

Contacts

Data Center Energy Efficiency

Industrial Facilities

Best Management Practice: Water-Efficient Landscaping

Traditional landscapes require supplemental water to thrive in most locations. Kentucky bluegrass, for example, is native to regions that receive in excess of 40 inches per year of precipitation, but it is commonly planted in areas across the country that receive much less precipitation.

This page outlines water-efficient landscaping best management practices across:

- [Overview](#)
- [Operations and Maintenance](#)
- [Retrofit Options](#)
- [Replacement Options](#)
- [Resources](#)
- [Case Study](#)

Overview

Two facets exist for outdoor water use efficiency:

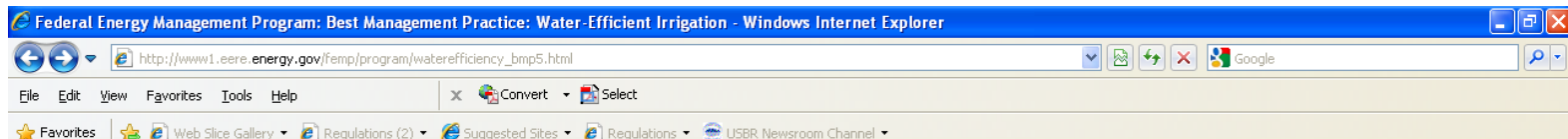
1. Designing a landscape that requires minimal supplemental water.
2. Designing, installing, and maintaining an irrigation system that applies the appropriate amount of supplemental water in an efficient manner (see [BMP #5](#)).

This BMP addresses only water efficient landscaping. BMP #5 provides specific information on water efficient irrigation. Irrigation is





Federal Energy Management Program



U.S. Department of Energy BMP: Water-Efficient Irrigation

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Best Management Practice: Water-Efficient Irrigation

Water efficiency must be considered from the initial irrigation system design phase through installation to ensure optimal performance. Consistent management and maintenance is also essential. Failure to do so can result in losing more than 50% of irrigation water due to evaporation, wind, poor management, and/or improper system design, installation, or maintenance.

With the irrigation system hardware operating efficiently, it is important to consider the irrigation schedule, which dictates the amount and timing of the water applied. Water changes with the seasons as should your irrigation schedule. Many landscapes are watered at the same level all year, adding unnecessary water for months at a time. Over-watering can cause more damage to plant materials than under-watering and can damage streets, curbs, other paving, and building foundations.

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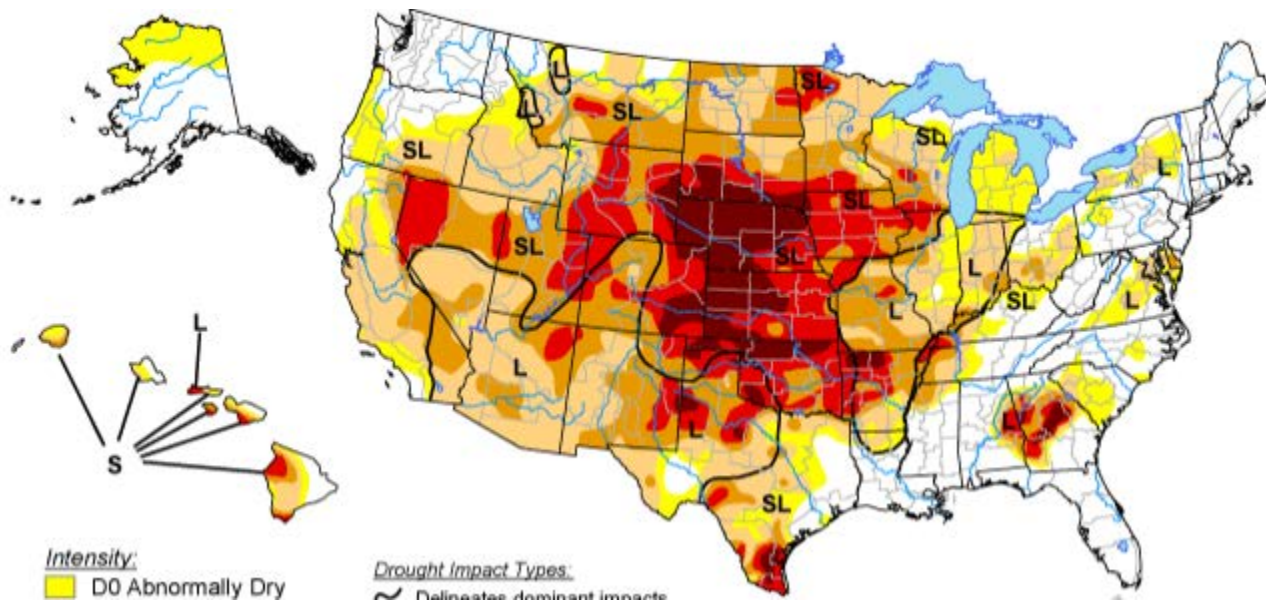
Overview

Two facets of outdoor water use efficiency exist:





The States



We are regulated at the state level



Top trends through the states

Landscape plant palate and design:

1. Affects both water quality and water quantity (seeing it in the east and west)
2. The war on turfgrass

Water restrictions:

1. Promoting efficiency has a solution
2. Household or landscape water-use limitations





Top trends through the states (cont.)

Licensing:

1. Promotes consumer protection (primary)
2. Promotes industry knowledge

Scope of Practice:

1. Finding a balance between where plumbing ends and irrigation begins
2. Same with landscape architects and irrigation professionals...





Realities

- 1) Policymakers' involvement in the landscape irrigation industry will increase, not decrease
- 2) Landscape water use will be reduced (mandated)
- 3) The “battle” for potable water will heat up – debating the value of irrigated plant material
- 4) Landscapes will not look the same 10 years from now as they do today
- 5) Our industry needs to partner with governments and purveyors (and vice-versa) to form sustainable solutions





Opportunities

Challenges in our industry creates opportunities.

- 1) Greater need for efficient products and professionals services
- 2) More sophisticated irrigation designs and installations will be required
- 3) Partnerships formed today will be long lasting – providing positive results
- 4) Current focus is driving discussion and education about irrigation inside and outside of our little water world...





John Farner
Irrigation Association
Government Affairs Director
johnfarner@irrigation.org

